



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Donald J. Hejna, Jr.

Serial No.: 09/398,612 Filed: September 16, 1999

G. Art Unit: 3741 Examiner: Not Known

Title: Method and Apparatus to Determine and Use Audience Affinity and Aptitude

Assistant Commissioner for Patents  
Washington, D. C. 20231

S I R:

Information Disclosure Statement under 37 CFR 1.98

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Applicant respectfully requests that the references listed on the attached form PTO-1449 be considered in the examination of the above-identified application. The listing on the form PTO-1449 shall not be construed as a representation that any of the art listed is prior art or that no other art than that identified exists. A copy of each reference is enclosed.

Respectfully submitted,

Dated: August 14, 2000 By Michael B. Einschlag  
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**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on August 14, 2000 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Assistant Commissioner for Patents, Washington, D.C. 20231.

Michael B. Einschlag 29,301  
Michael B. Einschlag Reg. No.

August 14, 2000  
Date of Signature

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